
MARKETING STRATEGY ANALYSIS IN AN EFFORTS TO ATTRACT CUSTOMERS' INTEREST IN CHOOSING SAJADAH SAVINGS AT KSPPS BMT NU, EAST JAVA BRANCH, TEGALAMPEL, BONDOWOSO

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Abstract

This research was conducted at KSPPS BMT NU East Java Tegalampel Bondowoso Branch. The purpose of this study was to marketing strategy analysis in an efforts to attract customers' interest in choosing of sajadah savings members. This study uses a qualitative method with a descriptive approach. The data used in this study are primary data and secondary data. Primary data was obtained through interviews and observations. Secondary data are in the form of documents related to marketing strategies efforts to attract customers interest in choosing sajadah savings. BMT carries out promotional strategies, products, prices, places, processes, people and physical evidence to attract customer interest. The results of the study provide information that the marketing strategy carried out by BMT was implemented well but still needs to be evaluated to obtain maximum results.

Keywords: *7P marketing mix strategy, customer interest*

1. INTRODUCTION

Islamic financial institutions in Indonesia are currently growing along with the times. The development of Islamic banks from year to year continues to increase both in terms of assets and in terms of the number of office distributions. Based on data obtained from the OJK, the total assets of Islamic banks in 2016 were recorded at IDR 254,184 billion and continued to increase to IDR 586,055 billion in 2024. These data show that the development of Islamic banks cannot be underestimated for the national financial industry. Islamic financial institutions in Indonesia have great opportunities to continue to improve their businesses. This is in line with the growth of the Muslim community in Indonesia.

Along with the development of banking financial institutions, especially Islamic banks, non-bank Islamic financial institutions, namely BMT, have also developed. One of the financial institutions that is widely known by the public is BMT. Baitul Maal Wat Tamwil is a microfinance institution that operates in accordance with Islamic sharia principles (Rusmini: 2021). The function of BMT is to support the development of production and investment businesses, increase the productivity of small and micro entrepreneurs, encourage fundraising and support the distribution of business financing. The development of Islamic financial

institutions, both banks and non-banks, is increasingly enlivening the national financial industry. In the end, there is increasingly tight competition between these institutions.

Efforts to face increasingly tight competition among financial institutions are by determining the right marketing strategy. Marketing strategy is very necessary for a business to be successful in marketing its products, both goods and services. Marketing strategy plays an important role in various business fields. Strategy in marketing a product and service is also useful so that the company has deeper knowledge about the target market. If the strategy is implemented properly, the company can increase its sales.

One of the interesting marketing strategies of Islamic financial institutions to study is in KSPPS (Sharia Savings and Loans Cooperative) BMT. KSPPS (BMT) is a financial institution in the form of a savings and loan cooperative. BMT NU Tegalampel Bondowoso Branch has several savings and financing products. One of the most interesting savings products with other savings is the sajadah savings (Wadiah Term Deposit with Prizes). This savings uses the wadiah yad-dhamanah contract in its implementation. Sajadah savings or savings provide benefits that can be enjoyed at the beginning by getting direct prizes without being drawn. The following is data on the number of prayer rug savings members at the BMT NU Tegalampel Branch.

Tabel 1.1

Customer Data Number Of Sajadah Savings Users		
No.	Year	Number of sajadah savers
1.	2022	20 orang
2.	2023	36 orang
3.	2024	49 orang

Sumber: BMT NU Cabang Tegalampel

Based on the table above, it can be explained that the number of prayer mat savers from 2022 to 2024 has only increased slightly. Of course, this is a problem and challenge for the company to be able to improve its marketing strategy. What kind of marketing strategy has been carried out and how is it implemented. There needs to be a more in-depth evaluation and research to be able to increase the number of BMT members.

Previous research on marketing strategies has been conducted by [Anisa and Oktafia \(2021\)](#) on marketing mix strategies in increasing the amount of fund distribution and credit distribution at BMT Ummat Sidoarjo. This qualitative research provides results that BMT Ummat has implemented a marketing mix strategy, but there are some that have not been fully fulfilled so that the amount of fund distribution and credit distribution and income received by BMT have not increased. In other words, the marketing strategy carried out has not been successful enough to convince customers. Another study was conducted by [Kadir et al. \(2022\)](#) on marketing strategies in increasing the competitiveness of cooperatives at BMT

Sidogiri Capem Waru. This qualitative research shows different results from previous research. Previous research conducted by

[Mazzarolo et al. \(2020\)](#) on internal marketing has a positive effect on bank employees' perceptions of the bank's strategic marketing orientation and through that their perceptions of competitive advantage. The authors also noted that organizational commitment can partially mediate the relationship between internal marketing and strategic orientation tested in this study. The results of the study indicate the strength of internal marketing in the bank's strategic orientation, indicating that having employees who are committed to the bank contributes to the delivery of high-quality services that focus on external customers, resulting in competitive advantage. The strength of internal marketing in shaping the bank's strategic orientation, indicating that having employees who are committed to the company contributes to the delivery of high-quality services that focus on external customers, resulting in competitive advantage.

This study was conducted to find out in depth the marketing strategy carried out by BMT NU Tegalampel Branch. This study is entitled "Analysis of Marketing Strategy in an Effort to Attract Customers to Choose Sajadah Savings at Kspps Bmt NU East Java Tegalampel Bondowoso Branch". The purpose of this study is to find out and provide an evaluation of things that are considered less than optimal in supporting BMT NU's marketing strategy.

Theoretical Review

Marketing Strategy

A marketing strategy is carried out by a company by combining several marketing elements into a comprehensive plan. The 7P concept (product, price, promotion, place, people, physical evidence, process) was developed from the thoughts of Kotler and Armstrong (2012). This strategy is still a strategy that is widely applied as a marketing strategy in various companies. It can be stated that every company needs to adopt an effective marketing strategy to gain and maintain a competitive advantage. Marketing strategy consists of two interrelated perspectives: target market and marketing mix ([Othman et al, 2020](#)). According to [Yulianti \(2019\)](#) Marketing strategy is making decisions about marketing costs, marketing mix, marketing allocation in relation to expected environmental conditions and competitive conditions. According to Andrie (2023) Marketing aims to develop and establish long-term relationships with consumers. The marketing mix strategy consists of 4Ps, namely product, promotion, price, place and the next 3Ps are process, people, physical evidence. The 7P concept is applied to various companies including financial institutions.

a) Product

The company must ensure that the goods or services offered are in accordance with the needs and desires of its prospective consumers. In this digital era, banking service products can be enjoyed using electronic media. So that banks must also adjust to the times if they want their products to be in demand by consumers.

b) Promotion

Promotion is a way for producers to provide information about the existence of the company's goods and services to the wider community. In this modern era, promotion is carried out through electronic media or directly.

c) Price

Is the cost that consumers need to spend to obtain benefits from goods and services.

d) Place

Is the place where a company's goods and services are processed.

e) Process

is the procedural flow in processing goods and services offered by the company

f) People

Are the parties involved in the production process of goods or services.

g) Physical evidence

several things that can be felt, seen and assessed by customers related to products and services.

2. METHOD

This study uses a descriptive qualitative approach, namely a descriptive data research procedure in the form of written or spoken words from people and observable behavior. In this study, the subjects of the study were members of the Sajadah Savings at the KSPPS BMT NU East Java, Tegalampel Bondowoso Branch. The informants involved and who knew the social conditions being studied were the branch heads and savings sections of the KSPPS BMT NU East Java, Tegalampel Bondowoso Branch. Data collection techniques in this study are as follows:

1. Data collection method

a Interviews

Interviews were conducted with related parties at the KSPPS BMT NU East Java, Tegalampel Bondowoso Branch.

b Observation

In this study, the researcher conducted direct observation to obtain information regarding the marketing strategy of SAJADAH savings products in increasing the number of members at KSPPS BMT NU East Java Tegalampel Bondowoso Branch.

c Documentation

The researcher also requested data from the research location, namely at KSPPS BMT NU East Java Tegalampel Bondowoso Branch in order to support the truth or accuracy of the data through interviews, observations, and documentation conducted by the researcher.

2. Field research stages

- a) Pre-field stage by conducting initial field investigations.
- b) Field activity stages include collecting data related to the focus of the research, namely marketing strategies in increasing member interest in choosing Sajadah savings at KSPPS BMT NU East Java Tegalampel Branch, which is carried out to provide a description first.
- c) Data analysis process by processing the data that has been obtained and giving it meaning.
- d) Reporting is the final stage of research which is carried out by presenting the research results systematically.

2. Research location

The location of the research was KSPPS BMT NU East Java Tegalampel Branch Bondowoso. The reason for choosing this location is because the location is strategic.

3. Research time

The time of this research was carried out from January to February 2024.

4. Data Analysis

- a) Data reduction is carried out by summarizing important things from the research results.
- b) Data presentation can be done in the form of tables, graphs, and the like.
- c) The initial conclusions presented are still temporary, and will change if no strong evidence is found to support the next stage of data collection.

5. Validity

The data validity test in qualitative research includes:

- a) Credibility Test, data or trust in qualitative research data, among others, is carried out in the following ways.
- b) Extension of Observation, namely the researcher returns to the field. Conducting observations, interviews again with data sources that have been encountered or new ones. With this extension of observation, it means that the relationship between the researcher and the source will be increasingly formed, more open, trusting each other so that no information is hidden anymore.
- c) Increased Perseverance, in this way the certainty of data and the sequence of events can be recorded with certainty, and systematically, researchers can check whether the data that has been found is wrong or not.
- d) Triangulation, namely checking data from various sources. Checking data to the same source with different techniques, and checking with interviews.
- e) Negative Case Analysis, researchers look for data that is different or even contradicts the data that has been found. If there is no more data that is different or contradicts the findings, it means that the data found can be trusted. Using Reference Language, what is meant by reference here is the existence of supporters to prove the data that has been found by the

researcher. Such as interview data that needs to be supported by interview recordings.

- f) Conducting Membercheck, to find out how far the data obtained is in accordance with what is provided by the data provider so that the information to be used is in accordance with what is intended.
- g) Transferability Testing, is external validity in qualitative research. External validity shows the degree of accuracy or applicability of research results to the population from which the sample was taken.
- h) Dependability Testing, in qualitative research the dependability test is carried out by conducting an audit of the entire research process, it often happens that researchers do not carry out the field research process, but can provide data, researchers like this need to be tested for dependability.
- i) Confirmability Testing, in qualitative research testing confirmability means testing the research results, associated with the process carried out. If the research results are a function of the research process, then the research has met the confirmability standard.

3. RESULT

The results of this study provide information that there are several things that have been done by BMT as an effort to attract potential customers. The first marketing strategy is to offer competitive products. BMT NU Tegalampel Bondowoso Branch offers a funding product in the form of a sajadah savings. This savings product is different from other savings products. As a differentiator, the sajadah savings product offers prizes at the beginning without being drawn to its customers. The prizes without being drawn are a marketing strategy to attract potential customers. This product uses the Yad-dhamanah wadiah contract and can be withdrawn at any time based on applicable provisions.

The second marketing strategy is pricing to attract potential customers. The initial deposit to open a SAJADAH savings product is a minimum of 5,000,000 and there is no maximum limit. The target market is the upper middle class and entrepreneurs who want to invest their funds in BMT NU. The advantage offered is getting a direct prize at the beginning without being drawn. The pricing strategy needs to be evaluated by management. The minimum initial deposit of 5,000,000 may be too high for both members and the community around the location. Evaluation for the pricing strategy is the determination of a fairly large initial savings deposit. If the initial deposit is lowered, it is likely that more people will be interested. Another advantage if the initial deposit is lowered is that the target market is not only the upper class but all levels of society.

The third marketing strategy carried out by BMT is a promotional strategy. The promotional strategy is carried out by BMT both directly and through the mass media. Promotion is carried out directly by visiting several religious study groups, social gatherings and other meetings to offer prayer mat savings products. In addition, promotion is also carried out by distributing brochures, pamphlets and banners in several crowded places. With the aim that people read so that they are interested in BMT's offer. Evaluation of the promotional strategy is the less than optimal implementation of the promotion due to limited human resources and costs.

Tight competition with financial institutions that have carried out national promotions is one of the challenges that cannot be avoided.

The fourth strategy is choosing a strategic location and the ease of finding the address in order to attract consumer interest. Choosing a strategic and comfortable location is an important marketing strategy to carry out. BMT NU Tegalampel branch is located at Jl. RBA KI Ronggo Sekarputih No. 13, Tugu, Sekarputih, Tegalampel District, Bondowoso Regency. Access to the location is very easy to understand because it is close to the market, mosque, minimarket, and busy residential areas. So that it makes it easier for customers to find the BMT office. The location determination is good enough so that no evaluation is needed.

The fifth strategy is the marketing strategy of people or employees to support the delivery of services well and according to consumer expectations. In order to provide the best service, BMT NU Tegalampel conducts a selection of prospective employees. Selecting all prospective employees and placing them according to their field of expertise. Evaluation of the employee strategy is the need for training to develop the abilities of employees to support maximum service.

The sixth marketing strategy carried out is the physical evidence strategy. The neatness and comfort of the office are always maintained by all BMT employees. Not only the cleaning staff but all employees also take part in maintaining it. Evaluation of the physical evidence strategy is the importance of re-checking the cleanliness of all office facilities every few hours by the cleaning staff to provide optimal comfort. So that the comfort and cleanliness of the office are always maintained as in national banking financial institutions.

The seventh marketing strategy carried out is the process strategy. In the service provision process strategy, BMT NU Tegalampel Branch offers a pick-up service. This service makes it easy for customers to make savings transactions and withdrawals at home without having to come to the office. Customers can open savings and top up their balances at home without having to go to the bank. This pick-up service is an advantage for BMT's marketing strategy. Evaluation of the marketing process strategy is prone to fraud in the form of embezzlement of customer money by BMT employees. This is prone to happen because transactions are carried out at home, not in the office, so there is no control over customer money.

4. CONCLUSION

The conclusion of this study is that the marketing strategy carried out by BMT NU Tegalampel Branch has been carried out comprehensively from both promotional products, prices, places, physical evidence and processes. However, there are several things that need to be evaluated from the implementation of the marketing strategy that has been carried out. The product marketing strategy needs to be evaluated related to the use of the Yad-dhamanah wadiah contract on the sajadah savings product. The wadiah contract only provides bonuses or gifts to customers, not profit sharing. The difference is that the value of the bonus is smaller than the profit sharing value. So that customers only get a little reward or profit.

Evaluation of the promotion strategy is the less than optimal implementation of the promotion. This is due to limited human resources and costs. Tight competition with financial institutions that have carried out national promotions is

one of the challenges that cannot be avoided. Banks need to increase promotional activities both directly and through the media. Promotional activities through electronic media, radio or the like can be used to support the distribution of BMT product information.

Evaluation for the pricing strategy is the determination of a fairly large initial savings deposit. If the initial deposit is lowered, it is likely that more people will be interested. Another advantage if the initial deposit is lowered, the target market is not only the upper class but all levels of society. The determination of the location strategy is good enough so that no evaluation is needed.

Evaluation of the physical evidence strategy is the importance of re-checking the cleanliness of all office facilities every few hours by the cleaning staff to provide optimal comfort. Evaluation of the marketing process strategy is prone to fraud in the form of embezzlement of customer money by BMT employees. There needs to be an appeal to prohibit fraud on an ongoing basis to avoid fraud.

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